IN THE CLAIMS:

A complete listing of the claims is set forth below. Please amend the claims as follows:

1.   (Currently Amended) A computer-implemented system for categorizing product data in an electronic commerce transaction, the system comprising a data association module operable to:

access a first product classification schema, the first schema comprising a taxonomy comprising a hierarchy of classes for categorizing products, the first schema further comprising ontologies associated with one or more of the classes, each ontology comprising one or more product attributes;

access target data to be associated with the first schema, the target data organized according to a second product classification schema;

determine one or more classes of the first schema with which at least a portion of the target data is associated based on an automatic comparison, without translating the target data from the second schema to the first schema, between the target data and the product attributes of the ontologies of the first schema or between the target data and values for one or more of the product attributes of the ontologies of the first schema; and

associate the at least a portion of the target data with one or more classes of the first schema in response to determining, based on the automatic comparison, the one or more classes of the first schema with which the at least a portion of the target data is associated. associated; and

store the values for one or more of the product attributes of the ontologies of the first schema with which the target data is compared in the one or more seller databases.